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ABSTRACT

Intended as a resource for both experienced businesspeople and those new to business, this annotated bibliography provides a list of books, pamphlets, periodicals, and videotapes of value in solving specific business problems. The bibliography begins with a list of resources recommended for the library of every small business and a survey of general business resources. The next ten sections provide annotated lists of resources on the following topics: (1) business start-ups, including references on the unique problems of starting new businesses; (2) strategic planning; (3) marketing, sales, and advertising, including resources on sales force management, market research, competitive analysis, customer relations and pricing; (4) finance, accounting, and economics; (5) sources of financing, and buying and selling businesses; (6) personnel management, including resources on interviewing and hiring, personnel policies, performance appraisal, salary policies, employee benefits, employee relations, training, union relations, and terminating employees; (7) management and personal skills, emphasizing ways in which business owners can improve their managerial effectiveness; (8) business problems and legal issues, including succession within a business, bankruptcy laws and methods, attorney relations, general business law, trade secrets, and preventing legal problems; and (9) computers and data processing, including sources describing how computers operate, how to purchase computers, types of software, and operational procedures. The final section contains the names and addresses of publishers. (UCM)

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Oregon Small Business Development Center Network

Small Business Bibliography

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Oregon Small Business Development
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1059 Willamette Street
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Salem, Oregon 97310

Small Business Bibliography

Wendell Anderson, Editor

Preface

This bibliography was prepared with the sponsorship of the **Oregon Small Business Development Center Network.** It's intended for both experienced businesspeople and those new to business. We hope it will help you locate some of the valuable resources available to help you solve specific business problems.

The book is divided into functional sections, with a Table of Contents that shows the location of each area of interest. We recommend that you begin with the Introduction, which will explain in detail how the bibliography is organized and how to use it effectively.

References include books, pamphlets, and videotapes. This first version includes material published through early 1985. Subsequent updates to this bibliography will keep it current as new material helpful to smaller businesses is published.

This bibliography is not meant to be all inclusive, nor to endorse the publishers and producers included. It is intended only to serve as a survey of available resources.

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Introduction

This bibliography was compiled for Oregon small business owners, but contains information of value to small business owners everywhere. Reference sources include books, pamphlets, periodicals, and videotapes.

To make it easier for you to locate articles that will solve a given problem, we've divided the bibliography into ten topic areas. In general, a single reference will be found within only one section.

In addition to subject categories, we've included a section on where to contact book publishers and videotape producers. There is also a section recommending a manager's essential library.

Within each topic group of resources, references will appear listed by three categories:

1. Books.
2. Short books and pamphlets.
3. Videotapes.

References within each topic group are listed in alphabetical order. The bibliography is divided into the following sections:

The Manager's Essential Library

A list of recommended resources for every small business.

Survey of General Resources

This introduction section includes information on several general sources of reference, including:

Small Business Administration publications
The Bank of America small business series
"Harvard Business Review Management Information"
Business periodicals

The periodical section includes short descriptions of the leading business periodicals, the kinds of information you're likely to find in them, subscription prices, and addresses.

Business Start-ups

This section includes references that concentrate on the unique problems of starting a new business.

Planning

This section encompasses references that explain how to do strategic planning. Strategic Planning addresses a business's long-term goals, sets marketing and operational strategies, and translates them into an operational plan, which details the actions the company will take to reach its goals.

Marketing, Sales, and Advertising

The Marketing and Sales section includes sources on:

Marketing and sales strategies
Advertising
Sales force management
Market research
Competitive analysis
Customer relations
Pricing

Finance, Accounting, and Economics

References included here address topics related to the financial management of a business. The issues addressed are:

Credit management and collections
Financial analysis
Business insurance
Forecasting
Accounting methods
Tax laws and tax planning
Stockholder relations
Economics and economic forecasts

Sources of Financing; Buying and Selling Businesses

These sources concentrate on raising money for a business by such methods as debt, equity issues, leasing, and venture capital. They also address valuation (how to set a price on a business), methods of buying and selling businesses, and franchising.

Personnel Management

Personnel management includes:

Interviewing and hiring
Personnel policies
Performance appraisal
Salary policies
Employee benefits
Employee relations
Training
Union relations
Terminating employees

Management and Personal Skills

These references relate to how business owners can improve their managerial effectiveness, either by better methods of supervision and leadership, or by better mastery of basic personal skills. Some sample topics are:

Leadership
Problem solving
Communication skills
Time management
Negotiation
Managing meetings
Management techniques
Personal finance for business owners
Choosing and using outside advisors

Business Problems and Legal Issues

This grouping is related to issues that cause business owners and managers various kinds of problems. The topics include:

Business Problems:
Succession within a business
Bankruptcy laws and methods
Turn-arounds of troubled businesses

Legal Issues:
Attorney relations
General business law
Trade secrets
Preventing legal problems

Computers and Data Processing

This grouping includes sources describing how computers operate, how to purchase computers, types of computer software, and computer operational procedures.

Sources of Books, Documents, and Videotapes

This section contains addresses of book publishers and videotape producers.

The Manager's Essential Library

We recommend the following resources be included in your business library. Complete descriptions appear in the appropriate sections of the bibliography.

Books

Doing Business in Oregon, First Interstate Bank and Coopers & Lybrand.

The Entrepreneur's Master Planning Guide, John Walsh and Jerry White, Prentice-Hall.

High-output Management, Andrew S. Grove, Random House.

Legal Handbook for Small Business, Marc Lane, AMACOM.

The Marketing Problem-Solver, Chase and Borasch, Chilton Books.

The Nine American Lifestyles, Arnold Mitchell, Warner Books.

A Passion for Excellence, Tom Peters and Nancy Austin, Random House.

Peak Performers, Charles A. Garfield, Morrow Press.

A Whack on the Side of the Head: How to Unlock Your Mind for Innovation, Roger Von Oech, Warner Books.

Short Books and Pamphlets

Financing Your Small Business, Clark Compton, OSBDCN.

Small Business Marketing, Chris Pryor, OSBDCN.

Your Business Plan, Chambers and Sargent, OSBDCN.

Your Marketing Plan, Chris Pryor, OSBDCN.

Periodicals

American Demographics, P.O. Box 68, Ithaca, NY 14851-9989.

Inc., 36 Commercial Wharf Road, Boston, MA 02166.

Oregon Business, P.O. Box 40448, Portland, OR 97204.

Small Business Report, 203 Calle de Oaks, Monterey, CA 93940.

Wall Street Journal, 200 Burnett Rd., Chicopee, MA 01021.

Your local newspaper.

Your trade association publication.

Videotapes

A Passion for Excellence, CBS/Fox Video.

How to Really Start Your Own Business, Inc. Magazine.

Running a Small Business Series, Beacon Films (seven films).

Starting a Business Series, Beacon Films (thirteen films).

That's Business Series, Owner/Managed Business Center, Inc. (six films).

Survey of General Resources

There are several sources of general information on small business management that offer a wide range of publications. Some of the specific books offered by these sources will be referenced in the general section of the bibliography. The comments in this section are intended to offer an evaluation of the general effectiveness of each series or publication, along with information that will help you order a number of the publications at once, instead of searching through each of the topic listings in the bibliography to find all of the publications offered by, for example, the U.S. Small Business Administration.

U.S. Small Business Administration (SBA)

The SBA offers a large number of pamphlets and books, all of which concentrate on some aspect of starting or managing a small business. The quality and value of these publications vary widely. Many of them are free, some carry a nominal charge.

The business library of your local **Small Business Development Center** and local SCORE chapter have a number of these SBA publications on hand, as well as order forms for requesting them.

The SBA offers management assistance publications in two categories, "free" and "for sale." Following are current titles in the series. Order numbers are included to make ordering easier.

Free Management Assistance Publications

Financial Management and Analysis

The ABC's of Borrowing	MA 1.001
What Is the Best Selling Price?	MA 1.002
Keep Pointed Toward Profit	MA 1.003
Basic Budgets for Profit Planning	MA 1.004
Pricing for Small Manufacturers	MA 1.005
Cash Flow in a Small Plant	MA 1.006
Credit and Collections	MA 1.007
Attacking Business Decision Problems with Breakeven Analysis	MA 1.008
A Venture Capital Primer for Small Business	MA 1.009
Accounting Services for Small Service Firms	MA 1.010
Analyze Your Records to Reduce Costs	MA 1.011
Profit by Your Wholesaler's Services	MA 1.012
Steps in Meeting Your Tax Obligations	MA 1.013
Getting the Facts for Income Tax Reporting	MA 1.014
Budgeting in a Small Business Firm	MA 1.015
Sound Cash Management and Borrowing	MA 1.016
Keeping Records in Small Business	MA 1.017
Check List for Profit Watching	MA 1.018
Simple Breakeven Analysis for Small Stores	MA 1.019
Profit Pricing and Costing for Services	MA 1.020

Planning

Locating or Relocating Your Business	MA 2.002
Problems in Managing a Family-Owned Business	MA 2.004
The Equipment Replacement Decision	MA 2.005
Finding a New Product for Your Company	MA 2.006
Business Plan for Small Manufacturers	MA 2.007
Business Plan for Small Construction Firms	MA 2.008
Business Life Insurance	MA 2.009
Planning and Goal Setting for Small Business	MA 2.010
Fixing Production Mistakes	MA 2.011
Setting Up a Quality Control System	MA 2.012
Can You Make Money with Your Idea or Invention?	MA 2.013
Can You Lease or Buy Equipment?	MA 2.014
Can You Use a Microcomputer?	MA 2.015
Checklist for Going Into Business	MA 2.016
Factors in Considering a Shopping Center Location	MA 2.017
Insurance Checklist for Small Business	MA 2.018
Computers for Small Business—Service Bureau or Time Sharing	MA 2.019
Business Plan for Retailers	MA 2.020
Using a Traffic Study to Select a Retail Site	MA 2.021
Business Plan for Small Service Firms	MA 2.022
Store Location: "Little Things" Mean a Lot	MA 2.024
Thinking about Going into Business?	MA 2.025
Feasibility Checklist for Starting a Small Business of Your Own	MA 2.026
Delegating Work and Responsibility	MA 3.001
Management Checklist for a Family Business	MA 3.002
Preventing Retail Theft	MA 3.004
Stock Control for Small Stores	MA 3.005
Reducing Shoplifting Losses	MA 3.006
Preventing Burglary and Robbery Loss	MA 3.007
Outwitting Bad-Check Passers	MA 3.008
Preventing Embezzlement	MA 3.009

Marketing

Understanding Your Customer	MA 4.001
Creative Selling: The Competitive Edge	MA 4.002
Measuring Sales Force Performance	MA 4.003
Is the Independent Sales Agent for You?	MA 4.005
Selling Products on Consignment	MA 4.007
Tips on Getting More for Your Marketing Dollar	MA 4.008
Developing New Accounts	MA 4.010
Marketing Checklist for Small Retailers	MA 4.012
A Pricing Checklist for Small Retailers	MA 4.013
Improving Personal Selling in Small Retail Stores	MA 4.014

Advertising Guidelines for Small Retail Firms MA 4.015
Signs in Your Business MA 4.016
Plan Your Advertising Budget MA 4.018
Learning About Your Market MA 4.019
Do You Know the Results of Your Advertising? MA 4.020

Organization and Personnel

Checklist for Developing a Training Program MA 5.001
Pointers on Using Temporary Help Services MA 5.004
Preventing Employee Pilferage MA 5.005
Setting Up a Pay System MA 5.006
Staffing Your Store MA 5.007
Managing Employee Benefits MA 5.008

Legal and Government Affairs

Incorporating a Small Business MA 6.003
Selecting the Legal Structure for Your Business MA 6.004
Introduction to Patents MA 6.005

Miscellaneous

Association Services for Small Business MA 7.002
Market Overseas with U.S. Government Help MA 7.003

Small Business Bibliographies

Handcrafts 1
Home Businesses 2
Selling by Mail Order 3
Marketing Research Procedures 9
Retailing 10

Statistics and Maps for National Market Analysis 12
National Directories for Use in Marketing 13
Recordkeeping Systems: Small Store and Service Trade 15
Basic Business Reference Sources 18
Advertising: Retail Store 20

Retail Credit and Collection 31
Buying for Retail Stores 37
Personnel Management 72
Inventory Management 75
Purchasing for Owners of Small Plants 85

Training for Small Business 86
Financial Management 87
Manufacturing Management 88
Marketing for Small Business 89
New Product Development 90

Ideas Into Dollars (Inventor's Guide) 91
Effective Business Communication 92
Productivity Management in Small Business 93
Decision Making in Small Business 94

Starting Out Series

Building Service Contracting	0101
Radio-Television Repair Shop	0104
Retail Florists	0105
Franchised Businesses	0106
Hardware Stores or Home Centers	0107
Sporting Goods Store	0111
Drycleaning	0112
Cosmetology	0114
Pest Control	0115
Marine Retailers	0116
Retail Grocery Stores	0117
Apparel Store	0122
Pharmacies	0123
Office Products	0125
Interior Design Services	0129
Fish Farming	0130
Bicycles	0133
Roofing Contractors	0134
Printing	0135
The Bookstore	0137
Home Furnishings	0138
Ice Cream	0142
Sewing Centers	0145
Personnel Referral Service	0148
Selling by Mail Order	0149
Solar Energy	0150
Breakeven Point for Independent Truckers	0201
Starting a Retail Travel Agency	0203
Starting a Retail Decorating Products Business	0203

"For Sale" Management Assistance Publications

Small Business Management Series

1. ***An Employee Suggestion System for Small Companies*** ($3.50)
9. ***Cost Accounting for Small Manufacturers*** ($6.00)
15. ***Handbook of Small Business Finance*** ($4.50)
20. ***Ratio Analysis for Small Business*** ($4.50)
22. ***Practical Business Use of Government Statistics***($4.50)
25. ***Guides for Profit Planning*** ($4.50)
28. ***Small Business and Government Research and Development*** ($4.25)
29. ***Management Audit for Small Manufacturers*** ($4.25)
30. ***Insurance and Risk Management for Small Business*** ($5.00)
31. ***Management Audit for Small Retailers*** ($4.50)
32. ***Financial Recordkeeping for Small Stores*** ($5.50)
33. ***Small Store Planning for Growth*** ($5.50)
35. ***Franchise Index/Profile*** ($4.50)
36. ***Training Salesmen to Serve Industrial Markets*** ($2.50)
37. ***Financial Control by Time-Absorption Analysis*** ($5.50)
38. ***Management Audit for Small Service Firms*** ($4.50)
40. ***Management Audit for Small Construction Firms*** ($4.25)
41. ***Purchasing Management and Inventory Control for Small Business*** ($4.50)
42. ***Managing the Small Service Firm for Growth and Profit*** ($4.25)
43. ***Credit and Collection for Small Stores*** ($5.00)

Starting and Managing Series

1. ***Starting and Managing a Small Business of Your Own*** ($4.75)
101. ***Starting and Managing a Small Service Firm*** ($4.50)

Business Basics

1001. ***The Profit Plan*** ($4.50)
1002. ***Capital Planning*** ($4.50)
1003. ***Understanding Money Sources*** ($4.75)
1004. ***Evaluating Money Sources*** ($5.00)
1005. ***Asset Management*** ($2.75)

1006. ***Managing Fixed Assets*** ($4.75)
1007. ***Understanding Costs*** ($3.25)
1008. ***Cost Control*** ($4.75)
1009. ***Marketing Strategy*** ($4.75)
1010. ***Retail Buying Function*** ($4.50)

1011. ***Inventory Management: Wholesale/Retail*** ($4.50)
1012. ***Retail Merchandise Management*** ($4.50)
1013. ***Consumer Credit*** ($4.50)
1014. ***Credit and Collections: Policy and Procedures*** ($4.75)
1015. ***Purchasing for Manufacturing Firms*** ($4.75)

1016. ***Inventory Management: Manufacturing/Service*** ($4.75)
1017. ***Inventory and Scheduling Techniques*** ($4.75)
1018. ***Risk Management and Insurance*** ($4.50)
1019. ***Managing Retail Salespeople*** ($4.75)
1020. ***Job Analysis, Job Specifications, and Job Descriptions*** ($4.50)

1021. ***Recruiting and Selecting Employees*** ($4.50)
1022. ***Training and Developing Employees*** ($4.50)
1023. ***Employee Relations and Personnel Policies*** ($4.50)

Nonseries Publications

A Basic Guide to Exporting ($6.50)
U.S. Government Purchasing and Sales Directory ($7.00)
Managing for Profits ($5.50)
Buying and Selling a Small Business ($5.00)
Strengthening Small Business Management ($7.00)
The Best of the SBI Review ($5.50)

The Bank of America Small Business Reporter Series

Several years ago, the Bank of America, based in San Francisco, began to publish a series of short books covering various aspects of small business management. These books are offered without charge to customers of the bank and available for a small charge to others.

Some of these publications cover general management aspects of small business, others focus on specific kinds of business. The following list represents most of the publications. The publications and a complete list of currently available issues may be obtained from:

Bank of America
Department 3401
P.O. Box 37000
San Francisco, CA 94137

The list below includes the "Business Operations" series, which covers general management topics, as well as the "Business Profiles" and "Professional Management" series, which cover specific kinds of businesses.

Business Operations

How to Buy or Sell a Business
Franchising
Management Succession
Crime Prevention for Small Business
Advertising Small Business
Cash Flow/Cash Management
Equipment Leasing
Personnel Guidelines
Understanding Financial Statements
Steps to Starting a Business
Financing Small Business

Business Profiles

Home Furnishings Stores
Health Food Stores
Bookstores
Mail Order Enterprises
Bars and Cocktail Lounges
Apparel Stores
Hairgrooming/Beauty Salons
Auto Supply Stores
Property Management
Building Contractors
Coin-Operated Laundries
General Job Printing
Gift Stores
The Handcrafts Business
Restaurants

Professional Management

Establishing a Dental Practice
Establishing a Veterinary Practice

Harvard Business Review Reprint Series

Harvard Business Review offers reprints of articles from its past issues. They are offered in the following ways:

Reprint Series Books

These are series of related articles that are bound together. They're grouped into eight categories, involving 126 different volumes. The categories are:

General Management
(Policy, strategy, leadership, ethics) (31 volumes)

Organizational Behavior
(Labor relations, employee relations, performance appraisal) (36 volumes)

Management Economics
(Statistical decisions) (4 volumes)

Marketing
(Planning, sales management, advertising, product policies) (15 volumes)

Finance
(Capital investment, financial management, mergers) (8 volumes)

International Management
(International business, managing multinationals)
(4 volumes)

Planning and Control
(Computer management, controls, forecasting, planning) (15 volumes)

Production and Operations
(Production management, manufacturing, inventory policy) (13 volumes)

Each volume sells for between $7.95 and $14.95.

Special Collections

These are topical groupings with nine to 25 articles in each volume. Topics include:

Accounting
Acquisitions
Advertising
Banking
Communication

Consulting Services
Decision Making
Electronic Data Processing
Environmental Compliance
Financial Management

"How To's" of Management
Information Systems
International Marketing
Job Satisfaction
Leadership in the Plant

Living with Regulation
Management, European Style
Management Tactics
Managing Stress
Motivation

Negotiating Strategies
Organizing Production
Peter Drucker in HBR
Pricing
Problem Solving

Product Development
Productivity
Retailing
Role of Women in Business
Sales Management

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Should You Centralize or Decentralize?
Small Business Management
Strategy
Time Management
Working with People

Plus a series of "Best Sellers" and "HBR Classics"

Reprints

These are simply reprints of individual articles. More than 2,000 articles are available. Ordered individually, they cost $1.00 each. Quantity discounts are available for as low as 25 cents each for more than 1,000 ordered.

Bureau of Law and Business

This business specializes in production of practical aids for businesspeople. It sells a variety of aids, focusing on the areas of "human resources management" and "environmental management." The address is: 64 Wall Street, Madison, CT 06443.

We're listing here some of the topics they offer. Most of these manuals are "how to" oriented, with little theoretical discussion.

Interviewing and Recruiting

Face to Face: Every Manager's Guide to Better Interviewing
Handbook of College Recruiting

Law and Regulations

Comparable Worth Compliance
Employment-at-Will: How to Avoid Being Sued When You Hire, Fire, and Discipline
Law for Personnel Manager
Personnel Manager's Legal Reporter (a monthly newsletter)
What Every Personnel Assistant Should Know About EEO Law

Policies and Practices

Automating Personnel Operations
Encyclopedia of Pre-Written Personnel Policies
Handbook of Personnel Evaluation Programs
How to Conduct Employee Attitude Surveys
New Employee Orientation
Personnel Manager's Policy and Practice Update (a monthly newsletter)

Supervisors

The Supervisor's Guide to Hiring, Firing, Motivating, and Disciplining

Wage and Salary Administration

How to Analyze Jobs
How to Write Job Descriptions
Job Evaluations and Job Pricing
Wage and Salary Workshop

Periodicals

The following periodicals either offer articles specifically directed at small business or are general business magazines, with articles useful to smaller firms. Many are available at your local **Small Business Development Center** or local library. We've included ordering information, including the price of the publication, for those publications you'd prefer to order. Subscription prices are subject to change.

This list will provide you with a good guide to decide which publications will best suit your budget. Read the short summaries of each publication's content before you decide. Better yet, use your local **Small Business Development Center** library, college library, or public library to see what they are like. Some of these magazines are most effective when delivered to your business because of the high density of practical material. These publications will provide greater value on a subscription basis, rather than depending on a library.

American Demographics, Box 68, Ithaca, NY 14851, $48.00 per year.
This beautifully illustrated monthly focuses on demographic trends and how to use demographic techniques. If market research is important to your business, you'll find this magazine interesting and useful.

Boardroom Reports, Milburn, NJ 07041, $49.00 per year.
This newsletter includes a number of short articles and brief pointers designed to help managers recognize or solve business problems. It's published every two weeks.

Business Age, P.O. Box 11597, Milwaukee, WI 53211, $17.95 per year.
This monthly focuses on the how-to for small business owners, with emphasis on ways to increase profits and productivity. Each issue is filled with good practical material.

Business Computer Systems, P.O. Box 17452, Denver, CO 80217, $35.00 per year.
This publication is oriented toward choosing computer hardware and software, with particular emphasis on microcomputers and minicomputers. It reviews new equipment and software, as well as runs articles showing how to use existing systems effectively. It's delivered free to qualified individuals. It's a monthly publication.

The Business Owner, 383 S. Broadway, Hicksville, NY 11801, $66.00 per year.
A monthly, somewhat similar in content to *Small Business Report.* Its articles are generally shorter and concentrate on examples of how to apply techniques briefly summarized in the articles.

Business Profit Digest, 10076 Boca Entrada Boulevard, Boca Raton, FL 33431-0907, $44.00 per year.
This newsletter-format publication concentrates on delivering short and punchy tips to key business decision-makers. Each issue is organized around a series of general topics, with each general topic containing up to four short recommendations on how to solve common small business problems in that area. It's published monthly.

Business Week, P.O. Box 430, Hightstown, NJ 08520, $39.95 per year.
Although probably the best-known business magazine in the country, it doesn't attempt any particular focus on small or new businesses. It has a regular section entitled "The Up-and-Comers," which describes individual entrepreneurs whose firms are growing rapidly. Its feature articles often cover subjects of general interest to all business owners. Good summaries of current economic conditions, with frequent opinions of leading economists on the near-term future of the economy also featured. Published weekly, except for one week in January.

Computer Decisions, P.O. Box 1417, Riverton, NJ 08077, $35.00 per year.
Designed for the full range of computer users, micros up through mainframes, the content of the magazine is intended to help data processing managers with operation of their departments. It often carries feature articles on such topics as interviewing, staffing, employee relations, and selling skills which carry over their applicability into other areas of a company's operations. This publication can be free to qualified readers. In-

dividuals who are in charge of data processing in their companies or who make purchasing decisions on computers and data processing services will ordinarily qualify for the free subscription. It's a monthly publication, with special issues during the year.

Entrepreneur, 2311 Pontius Ave., Los Angeles, CA 90064-9976, $17.97 per year.
A monthly magazine filled with tips for the small business owner and for people who want to start a small business.

Executive Strategies, National Institute of Business Management, 90 Fifth Ave., New York, NY 10011, $36.00 per year.
A very readable bi-monthly filled with management tips, efficiency hints, and self-help strategies.

Forbes, 60 Fifth Avenue, New York, NY 10011, $39.00 per year.
Forbes does an excellent job in surveying the current problems and tactics of American business. It usually includes superior articles on personal investing, as well as a regular feature on venture capital. It's published every two weeks, with extra issues twice a year.

Fortune, 541 N. Fairbanks Court, Chicago, IL 60611, $39.00 per year.
A bi-weekly publication concentrating on the general problems of business and the economy. It includes a relatively heavy content of in-depth articles examining business trends or individual companies.

Harvard Business Review, P.O. Box 3000, Woburn, MA 01888, $35.00 per year.
Although a lot of the material in this publication is more valuable to larger businesses, it also has a complete section entitled "Growing Concerns," which focuses on the problems of smaller firms. The articles are generally lengthy and tend to cover the subject matter more completely than articles in other general business publications. *Harvard Business Review* is published every two months.

Home Business News, 12221 Beaver Pike, Jackson, OH 45640.
This bi-monthly magazine covers home-based businesses and marketing. Its articles are on new products, computer-based home businesses, mail order success stories, and profiles on home business owners. It's very upbeat, and often includes inspirational articles.

Home Work Digest, EJP Publishing Company, 3012 N. Santa Rita Ave., Tucson, AZ 85719.
A monthly newsletter with articles of interest for owners of home-based businesses.

In Business, P.O. Box 323, Emmaus, PA 18049, $13.97 per year.
A bi-monthly magazine. It focuses on smaller businesses that are unusual in some respect. It includes many case histories of businesses and general business tips on finance, marketing, or planning.

INC, 36 Commercial Wharf Road, Boston, MA 02166, $18.00 per year.
This monthly magazine was the first popular small business magazine. It has a wide variety of articles, but concentrates on larger small businesses, those with sales of at least several million dollars per year. Many of its features are biographies of successful entrepreneurs, rather than articles about practical business problem solving. However, there's usually something of value in every issue.

Info World, 375 Cochituate Road, Framingham, MA 01701, $31.00 per year.
One of the best sources for unbiased evaluations of new microcomputer software and hardware products. It's not afraid to offend large or influential vendors by pointing out problems. A summary in each issue evaluates leading hardware and software products. Published weekly, with a few seasonal variations.

Journal of Business Strategy, 210 South Street, Boston, MA 02111, $48.00 per year.
This bi-monthly publication focuses entirely on strategic planning, with many thought-provoking articles.

Nation's Business, 4940 Nicholson Court, Kensington, MD 20895, $22.00 per year.
This is published by the Chamber of Commerce of the United States. It emphasizes national issues such as relations with government and with the effects of legislation on business. It also includes management pointers and a section on small business. Published monthly.

Office Administration and Automation, 51 Madison Avenue, New York, NY 10010, $20.00 per year.
This focuses on issues of office automation, office landscaping and personnel administration. It regularly runs features on office equipment purchasing, use of computers in offices, and general office management issues. Published monthly.

Oregon Business, P.O. Box 40448, Portland, OR 97204, $19.95 per year.
This is a general business magazine that concentrates on issues of interest to Oregon businesspeople. Many articles profile successful Oregon businesses or discuss economic issues of general interest to business in this state. It often runs articles on business management techniques. Published monthly.

The Professional Report, 81 Montgomery Street, Scarsdale, NY 10583, $48.00 per year.
An information-packed publication, it carries no ads and usually contains 12 to 14 articles. The articles cover virtually every aspect of small business management. Published monthly.

Sales and Marketing Management, 633 Third Avenue, New York, NY 10164-0563, $36.00 per year.
This features practical aspects of sales and marketing, including trade shows, sales incentive programs, and marketing strategies. It publishes market surveys each year, including some special issues devoted to demographic and market data. Published monthly, with extra issues four times a year.

Savvy, P.O. Box 2495, Boulder, CO 80322, $12.00 per year. Oriented toward women in business, this publication features articles on general management themes. Many of the articles feature case histories of successful businesswomen. Published monthly.

Small Business Report, 203 Calle de Oaks, Monterey, CA 93940, $68.00 per year.
This concentrates on problems that most smaller firms face. Its articles are typically one to four pages. Each is devoted to solving a number of specific issues, such as employee benefits, business planning, advertising, financial analysis. It is a monthly magazine.

Success, P.O. Box 33000, Bergenfield, NJ 07621, $9.97 per year.
This magazine concentrates on personal success issues, and usually has one or more features, with quizzes, to help you assess your personal effectiveness in such areas as communicating effectively and dealing with stress.

The Wall Street Journal, 200 Burnett Rd., Chicopee, MA 01021, $59.00, six months.
America's premiere business daily, with plenty of good information for small businesses.

Working Woman, P.O. Box 10130, Des Moines, IA 50349, $12.00 per year.
Geared toward professional and managerial women, this publication offers articles and advice that are more business-oriented than its main competitor, *Savvy.*

Venture, P.O. Box 3206, Harlan, IA 51537, $18.00 per year.
This monthly magazine focuses on start-ups of new businesses. It emphasizes new firms, which are either high-tech or will be large and potentially successful enough to need financing, such as venture capital. Each article has a set of practical tips. Although not oriented toward the small end of small business, you can count on finding something in each issue that will help solve a problem or cause you to think about an important aspect of your business that you may have neglected.

Business Start-ups

Helping small businesses get started is an important job for **Small Business Development Centers.** Many books and articles are published on this subject, making it necessary to devote a separate section of this bibliography to the specific challenges and problems of new businesses.

Books

The Enrepreneur's Manual, Richard M. White, Chilton Books.
This is a detailed and readable guide to starting and running a small business. It includes a method of keying details so that business managers can readily locate the sections which apply to their operations. It contains a lot of information on venture capital.

The Entrepreneur's Master Planning Guide, John Welsh and Jerry White, Spectrum Books.
This is a practical and easy-to-read guide to many aspects of setting up and running a small business. The authors' touches of humor and practical examples make it both interesting and thought-provoking.

How to Run a Small Business, J.K. Laser, McGraw-Hill.
This is an overview of how to start and run a small business, concentrating on financial aspects. It has separate chapters describing these principles to be applied to specific kinds of businesses.

Run Your Own Store, Irving Burstine, Prentice-Hall.
This book focuses on retail operations, showing statistics, sample procedures, and typical problems of a retail store.

Running Your Own Business, Howard Stern, Crown Publishers.
A practical primer on small business operation and management.

Small Business Handbook: A Complete Guide to Starting and Running Your Own Business, Irving Burstine, Prentice-Hall.
This book is designed for new businesspeople. It describes the basics of start-up and operation of a new business. Some of the chapters are devoted to explanations of basic terms and procedures related to finance, marketing, and personnel management.

Small Business Survival Guide, Joseph Mancuso, Prentice-Hall.
This book focuses on resources available to the owner or key manager of a small firm. It covers government agencies, small business investment companies, and business associations of various kinds.

Starting a Successful Business on the West Coast, Douglas L. Clark, Self-Counsel Press.
This has general information about starting and running a small business. It has separate chapters devoted to specific procedures applicable to businesses in California, Oregon, and Washington.

Starting on a Shoestring, Arnold S. Goldstein, Ronald Press Publication.
For the millions of people who want to start their own business, but are held back by a lack of capital, *Starting on a Shoestring* can turn entrepreneurial dreams into reality.

Start-up Manuals from Entrepreneur Magazine.
Entrepreneur magazine offers a series of start-up manuals for a wide range of businesses. The prices of these manuals range from $12.50 to $75.00. They cover both conventional and novelty businesses. Most of the manuals include specific tips that apply to that type of business, as well as sample *pro-forma* forecasts. Available from the American Entrepreneurs Association at 2311 Pontius Avenue, Los Angeles, CA 90064.

Up Your Own Organization, Donald M. Dible, Entrepreneur Press.
This is a classic guide to ...epreneuring, with its first edition published long before small business became a popular topic. It includes sections to allow a prospective entrepreneur to check his/her own motivations and qualifications, and detailed information on preparing a business plan and locating various money resources.

Videotapes

Starting a Small Business/Running a Small Business, Beacon Films.
Twenty different videotapes that cover most facets of starting and running a small business.

Planning

The references cited here are involved with various aspects of strategic planning.

Books

Develop Your Business Plan, PSI Research.
In a loose-leaf binder format, this publication is a practical guide to developing a business plan. It includes forms and specific pointers.

Making Managerial Planning More Effective, Louis Allen, McGraw-Hill.
A thorough discussion of planning with lots of details on how to implement the planning process.

Planning for Non-Planners, Darryl Ellis and Peter Pekar, AMACOM.
Although short, this book is a practical guide for beginning planners. It's a non-intimidating way to get started and to begin to understand some of the terms and general procedures involved in planning.

Strategic Planning: What Every Manager Must Know, George A. Steiner, Free Press.
A lengthy and detailed book showing all of the steps involved in strategic planning. This book is a valuable reference and should be available to every manager involved in strategic planning.

Short Books, Newsletters, Pamphlets

No-Nonsense Planning, Richard S. Sloma, Free Press.
A simple step-by-step approach to planning that is especially helpful to novice planners.

Your Business Plan, Dennis Sargent and Maynard Chambers, OSBDCN.
A practical, easy-to-use, self-help workbook for developing a business plan.

Videotapes

Do You Need a Business Plan?, Beacon Films.
This film defines the components of a well-developed business plan.

What Should Your Business Plan Contain?, Beacon Films.
A companion to the film above.

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Marketing, Sales, and Advertising

The topics covered in this section deal with a company's marketing effort, such as marketing strategies, sales force management, and customer relations. They also include such topics as market research, pricing, and competitive analysis, showing how these can be used by businesses of any size to improve marketing effectiveness.

General Marketing and Marketing Strategies

These reference sources explain ways in which companies analyze their market and develop coherent strategies. Theoretical and general explanations and case histories of actual use of strategies are included.

Books

Competitive Strategies and ***Competitive Advantage,*** both by Micahel Porter, Free Press.
This pair of books gives a thorough and detailed explanation of the three basic types of competitive strategies that enable a company to gain a profitable position within its market. Plenty of examples are included.

Consumer Behavior: Implications for Marketing Strategy, Hawkins, Best, and Coney, Business Publications, Inc.
Although this is a college text, it's also a good introduction to marketing strategies, especially for businesses such as retail, which depend directly on consumer reactions. It contains many examples of strategies.

Do-It-Yourself Marketing Research, Breen and Blankenship, McGraw-Hill.
This book introduces simple and inexpensive marketing research techniques.

Guerilla Marketing, Levinson, Houghton-Mifflin.
A practical, no-nonsense book with many excellent no-cost or low-cost marketing ideas, it's helpful to smaller companies or those just starting in business.

Handbook of Innovative Marketing Techniques, Seltz, Addison-Wesley.
A good practical set of ideas to help business managers come up with new ways to market, sell, and advertise.

The Marketing Problem-Solver, Chase and Barasch, Chilton Books.
This is probably the best and most practical source of information and recommendations on all aspects of marketing for small business. It includes a large number of checklists, charts, and other information that you can use straight out of the book.

Positioning: The Battle for Your Mind, Ries and Trout, McGraw-Hill.
This clearly presented book explains some powerful techniques that businesses can use to differentiate themselves from their competition.

Successful Marketing for Small Business, Cohen and Reddick, AMACOM.
This is a solid introductory discussion directed to the owner or key manager of a smaller business who doesn't have experience in marketing or sales management.

Your Marketing Plan, Chris Pryor, OSBDCN.
A self-help workbook designed to help you build a usable marketing plan.

Videotapes

How Will You Penetrate Your Market?, Beacon Films.
This film guides the entrepreneur in developing marketing strategies to penetrate a target market, and covers the six major areas of a well-developed market plan.

Competitive Analysis

Topics covered within this group focus on methods to gather and use information about your competitors. There is a wide variety of legal and ethical techniques that allow you to compile data on your competitors.

Books

Competitive Strategies, Michael Porter, Free Press.
An excellent (but detailed) book explaining how to thoroughly analyze your competition and devise a strategy to gain market share. Many step-by-step rules and lists of items to consider are included.

That's a Great Idea, Husch & Foust, Gravity Publishing.
A well-organized guide with tips for scouting markets, as well as evaluating, presenting, and protecting product ideas.

Advertising and Public Relations

This group covers methods of advertising and communications, including examples of successful advertising, ways to choose and work with advertising agencies, means of measuring and estimating the return that a company should gain from different kinds of advertising, and public relations methods.

Books

How to Advertise: A Handbook for Small Business, Sandra Linville Dean, Enterprise Publishers.
Practical plans and ideas for advertising the small business, with examples.

How to Make Your Advertising Make Money, Joan Caples, Prentice-Hall.
This book includes many examples and suggestions showing how successful ads are written.

Profitable Methods for Small Business Advertising, Ernest Gray, John Wiley & Sons.
Step-by-step planning and how-to techniques from an experienced advertising practitioner, including how to pinpoint markets and test advertising effectiveness.

Publicity and Public Relations Guide for Business, PSI Research.
This book shows how to design and implement a publicity plan for a business. It explains some of the basic concepts of public relations.

Customer Relations

Books

The IFM Encyclopedia of Customer Relations, Institute for Management.
This is a 300-page looseleaf manual, which includes most facets of customer relations work, with enough detail to assist a company in setting up a new customer relations department.

Videotapes

Awkward Customers and ***More Awkward Customers,*** XICOM/Video Arts.
A pair of videotapes, made in the United Kingdom, that illustrate how retail salespeople can effectively deal with some common types of "awkward" customers.

Remember Me, McGraw-Hill.
A motivational tape for employees in sales and service positions.

Selling to Tough Customers, McGraw-Hill.
A humorous account of four typical tough customer types.

Who Sold You This, Then?, XICOM/Video Arts.
Pointers on how service representatives can effectively act as salespeople by responding properly to customer inquiries or complaints.

Pricing

Many small companies don't approach pricing of their products or services in an analytic fashion. There are simple methods to show a range of prices and to integrate competitive information with your firm's marketing strategies to assure that pricing policies reflect other objectives of your firm.

Books

Pricing for Profit, Curtis Symonds, AMACOM.
This is a good discussion of the analytic aspects of pricing. It includes details on special situations such as competitive bidding.

Short Books, Newsletters, Pamphlets

Profit Pricing and Costing for Services,
Management Assistance Publication #MA 1.020;
A Pricing Checklist for Small Retailers,
Management Assistance Publication #MA 4.013,
Small Business Administration (see Survey of General Resources).
Pointers on the basic considerations involved in pricing, with one pamphlet pointed toward service businesses and the other toward retailers.

Market Research

References in this group explain general methods of market research, and show ways in which some kinds of market research can be done without hiring consultants. They also show some common sources of market research data and give pointers on how to choose and use an outside market research firm for complex projects.

Books

Business Information: Applications and Sources, Mayros and Winer, Chilton Book Company.
This offers some good, practical advice on various kinds of business information.

A Business Information Guidebook, Figueroa and Winkler, AMACOM.
Lists of where and how to get information on almost anything of interest for a business.

Business Statistics Data Finder, U.S. Department of Commerce.
This book offers some basic pointers on how to locate various kinds of business data.

County Data Books, U.S. Department of the Census.
Published at five-year intervals, these volumes contain detailed information on business activity within each county of the U.S. Data is gathered for years ending in "7" and "2" (1977, 1982, 1987, etc.).

Information U.S.A., Matthew Lesko, Viking Press.
Available in softcover, this book lists specific sources of information within the U.S. Government, and explains how to take advantage of the federal government's huge data banks to obtain information.

The Market Analysis Workbook, Wayne A. Lemmon, AMACOM.
Published by the American Management Association, this looseleaf binder contains excellent how-to tips that will help businesses estimate the size of their potential markets. Includes useful forms and clear examples.

The Nine American Lifestyles, Arnold Mitchell, Warner Books.
This useful aid to understanding demographics from a new perspective categorizes the U.S. population into nine different lifestyles, and offers pointers on how to appeal to people within each group.

Statistical Abstract of the United States, U.S. Department of the Census.
Published annually, this volume contains statistics on a wide variety of economic and demographic data.

Short Books, Newsletters, Pamphlets

The Freedom of Information Act and How to Use It, Freedom of Information Clearinghouse.
This pamphlet points out the rights that businesses and individuals have to obtain information through the federal government. Much of this information may be useful in market research or in competitive analaysis. The clearinghouse is located at: P.O. Box 19367, Washington, DC 20036.

The Information Catalog, Find/SVP.
This is an interesting catalog published by a firm whose major business is locating and selling various kinds of information. The catalog is updated regularly. It can be obtained at: 500 Fifth Avenue, New York, NY 10110.

Measuring Markets: Guide to Use of Federal and State Statistical Data, U.S. Department of Commerce.
An unusually good book (especially for a government publication) on how to use government data to estimate the size of your markets. Includes several practical examples showing how various kinds of businesses can use this data.

Where to Find Facts, Business Research Division, University of Colorado.
Compiled by the University's Graduate School of Business Administration, this pamphlet offers some valuable tips for the beginning researcher, showing where to obtain various facts.

Videotapes

What You Are Is . . . , CBS/Fox Video.
A four-part presentation on how people have developed different values and attitudes. Based on the research of marketing expert Morris Massey.

Who Will Your Customers Be?, Beacon Films.
This film explores what information is needed in order to define target markets, and gives methods to collect and analyze market information.

Finance, Accounting, and Economics

Financial Management

Sources that explain standard procedures used to manage the financial affairs of a company, including the overall cash management of the company; credit and collection management; decisions on basic financial structure, such as how much debt to have within a company; and cost control.

Books

The Cash Flow Problem Solver, Bryan Milling, Chilton Books.
Covers all facets of cash flow (receivables, payables, inventory, etc.). Discusses financial structure and its impact on cash flow, as well as such issues as management of purchasing and controlling a company's growth.

The Cash Flow Problem Solver: Procedures and Rationale for the Independent Businessman, Milling, Chilton Book Company.
Pointers on how to solve the most common kinds of cash flow problems, including management of receivables and payables, managing cash balances, and cash flow forecasting.

Financial Keys to Small Business Profitability, Rausch, AMACOM.
The basics of financial management for business managers who have had little previous exposure to financial analysis or financial management.

Short Books, Newsletters, and Pamphlets

Cash Flow/Cash Management, Bank of America's Small Business Reporter. (See Survey of General Resources.)
A practically-oriented pamphlet explaining the basics of measuring cash flow and applying basic principles of cash management.

Purchasing Business Insurance: How to Become an Informed Consumer, Risk and Insurance Services Corporation.
Published by a Eugene insurance consulting firm, this is a handy list of hints to educate business managers in the basics of choosing and purchasing business insurance. Emphasis is on determining proper coverage limits. The firm is located at 348 High Street, Eugene, OR 97401.

Videotapes

Balance Sheet Barrier and ***Control of Working Capital,*** XICOM/Video Arts.
These two films are excellent introductions to the basics of financial management. Although they use a great deal of humor, they don't obscure the key points of focusing on the important aspects of financial management.

Credit and Collections for a Small Business, Beacon Films.
In this film, two small businesses are studied to illustrate the principles of credit and collection, credit card systems, and credit investigation services.

Finance for Non-Financial Executives, Longman-Crown.
This is an IBM-PC based computer tutorial which includes lessons on the basic terminology of accounting and finance, as well as introductory work on the use of spreadsheets in finance.

That's Business, Owner-Managed Business Center.
A six-part series of videotapes covering the accounting process, financial statements, forecasting, management of receivables, and how to manage the growth of a company.

Financial Analysis

These topics include ways to analyze your own business or other businesses to determine their basic financial soundness, to make decisions on investment, how to find the breakeven point of a business, or to make financial forecasts.

Books

Annual Statement Studies, Robert Morris & Associates.
This is an annual publication that details financial statement averages and key financial ratios for hundreds of different kinds of businesses. It's an extremely useful guide when you're analyzing your own business, a competitor's, or a key customer or vendor. The book includes an explanation of how to interpret the ratios.

Instead of buying this book, you could borrow it from your banker, who will almost certainly have it. However, if you want to own one, it may be ordered from:

Robert Morris Associates
P.O. Box 8500, S-1140
Philadelphia, PA 19178

Short Books, Newsletters, Pamphlets

How to Analyze Businesses, Financial Statements, and Quality of Earnings, Joel Siegel, Prentice-Hall.
This is a very detailed book. It's appropriate for use by managers engaged in detailed analysis of competitors or vendors, or for analysis of a business being considered for merger or purchase.

How to Read a Financial Report, Merrill Lynch.
Based on a sample financial statement, this booklet takes you through an explanation of each category on a typical balance sheet, income statement, and supporting statement, by using a manufacturing company as an example. It shows how to compute common ratios and explains the significance of each ratio.

It can be picked up at a Merrill Lynch office or ordered from:

Merrill Lynch Pierce Fenner & Smith, Inc.
One Liberty Plaza
165 Broadway
New York, NY 10080

Profit Planning Decisions with the Breakeven System, Spencer Tucker, Thomond Press.
Probably the best book available on breakeven analysis. Lots of details and examples, showing how to construct breakeven charts and use them for analysis of product mix, pricing decisions, evaluation of business segments, and make or buy decisions.

Understanding Financial Statements, Bank of America's Small Business Reporter. (See Survey of General Resources.)
A sound basic introduction to the analysis of business financial statements.

Videotapes

Cost, Profit & Breakeven, by XICOM/Video Arts.
This film is a very effective way of showing exactly how to measure cash flow, determine a breakeven point, and make basic pricing decisions.

That's Business, Owner-Managed Business Center.
A six-part series of videotapes covering the accounting process, financial statements, forecasting, management of receivables, and how to manage the growth of a company.

Accounting Methods and Reporting

These publications cover the rules under which accountants operate, including financial reporting to outside agencies or to stockholders. They also explain how to choose and use an outside accounting firm effectively.

Books

Accounting for Owners and Managers, Merwin Leven, Boardroom Books.
A good introduction to accounting issues, designed more for the top manager who needs to know more about accounting, rather than as a practical guide for a working accountant or bookkeeper.

Small Time Operator, Bernard Kamaroff, Bell Springs Publishing.
This is an excellent practical guide to the bookkeeping, accounting, finance, and tax responsibilities involved in setting up and running a small business. It includes forms.

Short Books, Newsletters, Pamphlets

Cost Accounting for Small Manufacturers, Small Business Administration. (See Survey of General Resources.)
A pamphlet explaining the basic requirements of cost accounting for manufacturing firms.

Records Retention Timetables, Electric Wastebasket Corporation.
This brief pamphlet shows the legal and governmental requirements which govern the minimum amount of time you are expected to retain various records. The company's address is: 145 W. 45th Street, New York, NY 10036.

Economics and Economic Forecasting

Books

What is Economics, Jim Eggert.
This book is designed for use by non-economists who rely on economic data or forecasts. It explains general economic terms and theories in easy-to-understand language.

Short Books, Newsletters, Pamphlets

Economic Report, Manufacturers Hanover Trust Company.
Rather than being a recurring newsletter of the same format, as are the two bank publications cited below, this series addresses different topics in each issue. The company's address is: 350 Park Avenue, New York, NY 10022.

United States National Bank of Oregon's ***Oregon Business Barometer.***
This publication is available at no charge from the headquarters of United States National Bank of Oregon. It includes data on the Oregon economy, analysis of national and local economies, and prospects for changes.

It comes out quarterly, and is available upon request from:

Economics Department
U.S. Bancorp
P.O. Box 8837
Portland, OR 97208

First Interstate Bank's ***Oregon Economic Indicators.***
This is much more statistical and news-oriented than U.S. Bank's publication. It offers almost no analysis or explanation, but includes information on specific new real estate developments that is lacking in the *Oregon Business Barometer.*

Tax Laws and Tax Planning

References included in this group explain federal and state tax laws and offer suggestions on how companies can do effective tax planning based on those laws.

Books

Master Federal Tax Manual, Research Institute of America.
This is a handy one-volume summary of federal tax laws. It's about as easy to read and understand as any tax manual can be. A new edition comes out every year.

The Research Institute of America, Inc.
Dept. 999
Mt. Kisco, NY 10549

Tax Guide for Small Business, IRS Publication 334.
Not only is the price right on this manual, it also contains excellent introductory material that explains how various kinds of taxes are computed, and the options available to the business owner. It's available at IRS offices or through the mail.

Short Books, Newsletters, Pamphlets

Tax Notes, Ernst and Whinney.
This recurring pamphlet, put out by a "Big Eight" accounting firm, addresses various issues of interest to business people and investors. The company's address is: 153 E. 53rd Street, New York, NY 10022.

Ernst and Whinney also offers separate publications explaining various tax acts and implications.

A Summary of Oregon Taxes, Oregon Department of Revenue.
A publication explaining taxes from the taxing agency's viewpoint. It can be ordered from:

Oregon Dept. of Revenue
State Office Building
Salem, OR 97310

Sources of Financing; Buying and Selling Businesses

Bank and Other Debt Financing

This section concentrates on information on sources of debt financing (primarily banks), on how to prepare loan proposals, and on negotiating loans. It also discusses various kinds of debt, such as SBA Guaranteed Loans, which are either issued by the government or backed by it. Remember that government loan programs are subject to change.

Books

How to Finance Your Small Business with Government Money: SBA Loans, Hayes and Howell, Ronald Press.
A softcover guide to how SBA loans work and how to apply for one.

The Loan Package, PSI Research.
This package includes pointers on how to put together an effective loan package, and many of the forms and worksheets to use in the process.

Own Your Own; The No-Cash Down Business Guide, Arnold S. Goldstein, Prentice-Hall, Inc.

Short Books, Newsletters, Pamphlets

Banking for the Non-Banker: How to Borrow Money from a Bank, D.H.A. & Associates.
This short book is a good guide to methods that businesspeople should use to convince a banker that they're "loanable." The company's address is: P.O. Box 1861, Seattle, WA 98111.

Banking Guide for Growing Businesses, Citibank.
Available from Citibank headquarters, this is valuable because it presents the banker's side, showing what a financial institution expects from a business applying for a loan. Citibank's address is: 409 Main St., Buffalo, NY 14203.

Financing Small Business, Bank of America Small Business Reporter. (See Survey of General Resources.)
Another in the series of short books put out by the Bank of America.

Financing Small Business in Oregon, State of Oregon Economic Development Department.
This booklet categorizes some of the main sources of funds available to smaller firms within Oregon. Both federal and state programs are listed, with brief descriptions of each.

Financing Your Small Business, Clark Compton, OSBDCN.
This easy-to-use workbook explores traditional and non-traditional sources of financing and provides techniques for a successful loan proposal.

How to Borrow Money from Commercial Banks, Newsletter Management Corporation.
An excellent pamphlet for small- and medium-sized firms. This firm also offers several newsletters and other short books about financing. Another valuable title offered by Newsletter Management Corporation is the ***Capital Source Dirctory.*** The company's address: 10076 Boca Entrada Blvd., Boca Entrada, FL 33433.

Videotapes

Financing a Small Business, Beacon Films.
Various types and sources of business financing are explained and evaluated.

Venture Capital

Sources of venture capital, methods of preparing venture capital proposals, and negotiation of venture capital arrangements are considered in this group.

Books

The Venture Capital Proposal Package, PSI Research.
This workbook includes a description of procedures, a list of sources of venture capital, and worksheets and guidelines necessary to complete a venture capital proposal.

Videotapes

Financing a Small Business, Beacon Films.
(See above.)

How Will You Find Capital?, Beacon Films.
This film provides examples of the various sources of capital for different kinds of businesses.

Buying and Selling Businesses

This section includes a variety of topics on the transfer of ownership of smaller businesses. Areas specifically covered include valuation of businesses; various methods of buying other companies (acquisitions, mergers, leveraged buyouts); and selling a business.

Books

Business Valuation Handbook, Desmond and Kelley, Valuation Press, Inc.
A good practical handbook showing the various methods of valuation, with examples to illustrate such areas as valuation of intangibles and valuing minority stock.

Valuing a Business: The Analysis and Appraisal of Closely Held Companies, Shannon Pratt, Dow-Jones Irwin.
Although relatively expensive, this is a very comprehensive guide to all the ins and outs of setting a value on a closely held company. The author is the founder of a successful valuation firm in Portland.

When You Buy or Sell a Company, Paul B. Baron, The Center for Business Information.
This loose-leaf volume covers valuation, but concentrates on areas such as negotiation and tax implications. Easy to use because of dividers which categorize the information.

Videotapes

Evaluating a Small Business, Beacon Films.
This film examines the pros and cons of starting a business from scratch, taking over an existing operation, and buying into a franchise.

How Do You Buy a Business?, Beacon Films.
This film advocates the development of a strategic plan to buy an existing business.

Franchising

This grouping covers aspects of franchising.

Books

International Franchise Association.
The IFA, headquartered in Washington, DC, publishes an annual directory on franchisers, providing a lot of data on their operations. It also serves as a reference source for information about franchises.

Videotapes

How Do You Buy a Franchise?, Beacon Films.
Videotape that defines and explains the basic aspects of franchise operations.

Personnel Management

Interviewing, Hiring, Staffing

These references deal with procedures for determining staff levels, advertising for qualified applicants, interviewing applicants, and choosing the best person. It also explains how federal laws limit your rights to ask certain questions. Scheduling staff workloads and using temporary help or employee leasing firms is also covered.

Books

Oregon Labor Laws: A Guide to State Laws that Affect Employers in Oregon, State of Oregon.
This book covers basic legal requirements that employers should understand. It is available at:

921 S.W. Washington St.
Suite 425
Portland, OR 97205

You're the Boss: A Guide to Managing People with Understanding and Effectiveness, Natasha Josefowitz, Warner Books.
Valuable advice on building relationships with employees, motivating workers, evaluating performance, and developing leadership skills.

Short Books, Newsletters, Pamphlets

How to Hire Smart, Robert Half.
This pamphlet explains basic rules that employers should follow in order to locate a good pool of applicants and choose the best one. Includes forms which are useful in comparing and evaluating applicants.

Videotapes

The Interview Film, Barr Films.
Particularly directed toward EEO and affirmative action programs, this videotape shows how to carry through the entire interview process, from the initial preparation through the final decision.

Man Hunt, XICOM/Video Arts.
An award-winning videotape showing the wrong and right ways to prepare for an interview and ask questions that draw out the candidate.

Personnel Policies

This group is concerned with how and why to set company personnel policies. It explains some general work rules, as well as detailing sample personnel policies.

Books

Encyclopedia of Pre-Written Personnel Policies, Bureau of Law and Business.
This 400-page looseleaf binder includes a variety of pre-written policies, questionnaires, forms, and checklists.

The IFM Guide to the Preparation of a Personnel Policy Manual, Institute for Management.
This publication includes a thorough review with hundreds of different policies. The publishers claim, "It covers every possible situation that could require a statement of company policy."

Modern Personnel Checklists, Melucci; Warren, Gorham, and Lamont.
A companion piece to the volume listed below. It contains a variety of checklists to help managers and personnel administrators cover important aspects of such personnel areas as policy planning, recruitment and hiring, on-the-job policies and procedures, wage and salary administration, and employee-management relations.

Modern Personnel Forms, Sauner & Douglas; Warren, Gorham, and Lamont.
A thick binder crammed with sample forms to cover almost every type of personnel problem. Sections include employment policies, wage and salary administration, employee evaluations, employee-management relations, and fringe benefits.

Short Books, Newsletters, Pamphlets

Personnel Guidelines, Bank of America's Small Business Reporter. (See Survey of General Resources.)
One of the Bank of America series, this short booklet lists some basic considerations in hiring, recruiting, compensation, and personnel management.

Videotapes

Equal Opportunity, Barr Films.
A 22-minute videotape dramatizing the conflict between seniority and EEO regulations.

44

Job Descriptions and Performance Appraisals

How to write job descriptions, methods of appraising the performance of individual employees, and conducting the appraisal with the employee are covered in this group. Techniques of tying the performance appraisal to salary increases or promotions are also included.

Books

The Personnel Manager's Handbook of Performance Evaluation Programs, Bureau of Law and Business.
This handbook outlines basic rules and procedures involved in evaluating employees' performances.

Short Books, Newsletters, Pamphlets

How to Write Job Descriptions the Easy Way, Bureau of Law and Business.
A 90-page booklet that shows how to write and use job descriptions. Includes many samples and practical pointers on the use of job descriptions.

Positive Program for Performance Appraisal, Harvard Business Review Reprint Service. (See Survey of General Resources.)
This reprint of a periodical article by Alva Kindall and James Gatza explains a positive approach in developing a performance appraisal program which will motivate employees, as well as developing ordinary performance data.

What to Do About the Marginal Employee, AMACOM.
This pamphlet sets out some basic recommendations on how to handle the employee whose performance has been marginal.

Videotapes

I'd Like a Word With You, XICOM/Video Arts.
This humorous videotape illustrates both the "how not to" and the "how to" of the difficult technique of holding a disciplinary interview with an employee.

Performance Appraisal: The Human Dynamics, McGraw-Hill.
This tape explains how an open exchange of ideas can motivate employees.

Salary Policies

Salary policies are concerned with methods for setting salaries for various positions, and with general procedures for determining raises. This section also includes some salary studies, which indicate general salary levels for various kinds of positions, and the specialized topic of executive compensation, including salary levels and "perks."

Books

The American Almanac of Jobs and Salaries, John W. Wright, Avon.
Has details and explanations of the job characteristics and salary levels for various kinds of jobs within the U.S. Tables show ranges of salaries for different levels within a profession.

Executive Compensation, Harvard Business Review Reprint Series. (See Survey of General Resources.)
The first part deals with overall policy on executive compensation; the second part is oriented toward practical application of those policies.

Short Books, Newsletters, Pamphlets

Setting Up a Pay System, SBA Management Assistance Publication MA 5.006 (no charge). (See Survey of General Resources.)

Employee Benefits

Books

Employee Benefits Book Catalog, International Foundation of Employee Benefit Plans.
This is an annually updated bibliography of books on the subject of employee benefits. It can be ordered from:

International Foundation of Employee
Benefit Plans
18700 West Bluemound Road
Brookfield, WI 53005

The same association also publishes a separate bibliography entitled, ***Employee Benefits: Information Sources.***

Employee Benefits Programs: Management, Planning, and Control, Ernest J.E. Griffes, editor, Dow Jones-Irwin Books.
All aspects of employee relations are covered in this 378-page book, with an emphasis on how to strategically plan such programs. It includes practical guidelines for establishing and managing benefit programs.

Short Books, Newsletters, Pamphlets

Innovative Benefits, Hewitt Associates.
This is only one of a number of studies on employee benefits produced by Hewitt Associates.

Hewitt Associates
100 Half Day Road
Lincolnshire, IL 20212

Employee Relations and Productivity

References in this section are concerned with methods of improving employee relations and with measurement and increase of employee productivity.

Books

The Productivity Challenge, Michael LeBouef.
A follow-up to *Working Smart.*
(See Management and Personal Skills.)

Productivity by Objectives, Jim Riggs and Glenn Felix, Oregon Productivity Center.
Written by staff members at the Oregon Productivity Center in Corvallis, this book focuses on setting objectives for productivity improvements and using a step-by-step approach to reaching them.

Short Books, Newsletters, Pamphlets

National Productivity Review, 33 W.60th Street, New York, NY 10023.
A quarterly publication with in-depth coverage of productivity. As well as having feature articles on various phases of productivity, it also reviews books and articles on the subject.

Training

This group covers methods of training employees, including reviews of training equipment and procedures.

Books

Self-Study Curriculum Guide, American Management Association.
This annual catalog details all of the available self-study (correspondence) courses. The courses cover virtually every facet of management.

47

Videotapes

Motivation: The Classic Concepts,
McGraw-Hill.
In this tape, the five classic theories of motivation are illustrated by on-the-job scenarios.

A New Look at Motivation, McGraw-Hill.
This tape examines the impact of employee desires for affiliation, power, and achievement on performance.

You'll Soon Get the Hang of It, XICOM/Video Arts.
Shows the major pitfalls of the three major kinds of training (manual, clerical, technical) and how to avoid them. Shows how to organize the training to fit people's learning styles and when to use different motivational techniques.

Union Relations

Videotapes

Who Wants Unions?, McGraw-Hill.
A film designed to present pros and cons of unionization, and to act as a catalyst to provoke discussion.

Employee Termination

Legal and ethical methods of terminating employees are covered in these references.

Short Books, Newsletters, Pamphlets

The Personnel Manager's Legal Reporter,
Bureau of Business Practice, Waterford, Connecticut.
A regular newsletter which focuses on a variety of employee relations and personnel policy issues.

Management and Personal Skills

Personal Skills

Reference sources within this area deal with methods that managers and business owners can use to improve their skills in such areas as problem solving, creativity, communications skills, time management, and personal career planning.

Books

High Output Management, Andy Grove, Random House.
Written by the president of Intel Corporation, this book is packed with punchy and practical advice on such topics as management meetings, delegation, supervision, and practical ways of implementing performance appraisals.

A Passion for Excellence, Tom Peters and Nancy Austin, Random House.
The sequel to *In Search for Excellence,* it has a different focus, concentrating on the kinds of actions that successful businesses take to maintain good customer relations, high employee morale, and better productivity.

The Time Trap, Alec Mackenzie, McGraw-Hill.
A set of straightforward suggestions and directions on time management techniques.

A Whack on the Side of the Head, Roger von Oech.
This is an interesting book by the "creativity consultant of Silicon Valley." It shows a number of ways to unleash your imagination to solve complex problems. Enjoyable to read, it offers a wide variety of techniques to enhance your creativity. It is probably available in a local bookstore. If not, it can be ordered from:

Warner Books
666 Fifth Avenue
New York, NY 10103

Working Smart, Michael LeBoeuf, Warner Books.
This book covers time management and a variety of techniques aimed at reducing "waste motion" in a manager's workday.

Short Books, Newsletters, Pamphlets

Power of the Printed Word, International Paper Company.
This is a series of one- or two-page articles on various areas of personal improvement. Each is written by a well-known person. Authors include Bill Cosby, James Michener, George Plimpton. They cover such areas as making a speech, improving your vocabulary, writing with style, reading faster, writing a business letter, using a library, reading an annual report, and writing clearly. They're available from: International Paper, Department 10, P.O. Box 954, Madison Square Station, New York, NY 10010.

What Do You Mean I Can't Write?, John Fielden, Harvard Business Review Reprint Series. (See Survey of General Resources.)
This is a reprint of an article that offers pointers on how to communicate effectively in writing.

Videotapes

Are You Listening?, Barr Films.
A good treatment of the basic skills involved in listening. Shows how to avoid jumping to conclusions, how to use your thinking speed as the other person talks, and how to keep from allowing your prejudices from influencing your listening.

Case of Working Smarter Not Harder, McGraw-Hill.
A tape that teaches managers the importance of delegating and setting goals with employees so that they feel responsible too.

Coaching, McGraw-Hill.
A five-step process to improve employee performance when the principles of coaching, not just teaching, are applied.

Decision Making, Barr Films.
A series of three videotapes that cover values, goals, alternatives, information, outcomes, and actions associated with successful decision making.

Decisions, Decisions, XICOM/Video Arts.
Humorous pointers using roleplaying situations to illustrate basic decision-making techniques.

Leadership: Style or Circumstance?, McGraw-Hill.
Outspoken interviews with corporation presidents convey the importance of matching leadership style to a given situation.

Making Your Case, XICOM/Video Arts.
A good film on presentational skills, showing how to state your position, explain terms and concepts, and convince your audience.

The Time of Your Life, Cally Curtis Company.
A very popular videotape showing how to apply the skills outlined in Alan Lakein's book, *How to Get Control of Your Time and Your Life.* Also available as a kit, which includes two different videotapes, workbooks, transparencies, and other accessories.

Negotiation

Negotiation skills explain ways in which individuals can improve their bargaining abilities so that they may strike the best agreement when negotiating for their company.

Books

The Art and Science of Negotiation, Howard Raiffa, Harvard University Press.
Includes case studies and other practical material showing how to effectively handle all sorts of competitive bargaining situations.

The Art of Negotiating, Gerad I. Nierenberg, Cornerstone Library.
A thorough look, with lots of illustrative anecdotes, on the underlying factors and techniques of negotiation.

Short Books, Newsletters, Pamphlets

Negotiating Strategies, Harvard Business Review Reprint Series. (See Survey of General Resources.)
A collection of nine articles covering different aspects of negotiation, including ways to negotiate with employees and partners, and other "nonadversary" situations.

Videotapes

Negotiating Profitable Sales, XICOM/Video Arts.
Two separate videotapes showing how proper preparation for negotiation and anticipation of potential objections can result in a "win-win" result, where both sides get satisfactory results.

Managing Meetings

Managers spend a great deal of time in meetings. Reference sources in this area will explain ways in which to make meetings more productive and to eliminate the time-wasting caused by unnecessary meetings.

Books

(See ***High Output Management*** by Andy Grove, referred to under "Personal Skills." This contains some excellent advice on meetings management.)

The Executive's Guide to Meetings, Conferences, and Audiovisual Presentations, James R. Jeffries and Jefferson D. Bates.
Overall summary of techniques that apply to planning and executing meetings and to improving presentational skills.

Videotapes

Meetings, Bloody Meetings, XICOM/Video Arts.
A humorous film that deals effectively with the major failings that make some meetings a complete waste of time.

Conflict Management

Books

Conflict and Cooperation in Management, Harvard Business Review Reprint Series. (See Survey of General Resources.)
Sixteen collected articles on methods of using teamwork to solve various problems relating to business conflict.

Dealing with Conflict, Harvard Business Review Reprint Series. (See Survey of General Resources.)
Explanations, through a series of articles, on how various types of conflict occur, and how managers can put conflict to work in a positive way.

Videotapes

The Fine Art of Keeping Your Cool, National Educational Media.
A tape that shows how to understand the causes of anger, how to control your anger, and how to develop more productive relationships with co-workers.

Management of Conflict, XICOM/Video Arts.
How to identify different kinds of conflict and their causes. Shows five different modes of coping with situations. Includes simulations to illustrate application of principles.

People at Work: A Right to Refuse?, McGraw-Hill.
A case study of supervisory problem-solving prowess.

Management Styles and Techniques

Books

Managing People, Lane, PSI Research.
A looseleaf binder containing recommendations on employee interaction techniques which will promote higher productivity, better morale, and improved employee relations.

Videotapes

Delegate—Don't Abdicate, National Educational Media. Designed for both new and experienced managers, this film illustrates principles of effective delegation.

Do You Think You Can Manage?,
XICOM/Video Arts.
A film to help new supervisors make a smooth transition into management and to show managers how to prepare promising individuals for eventual promotion into management.

Machiavelli, Barr Films.
An "open-ended" film that presents two different views of management styles, authoritarian and democratic, allowing viewers to draw their own conclusions about which is more effective.

The Stress Mess, Barr Films.
Pointers on how to recognize common signs of stress, identify sources of stress, and apply management techniques to reduce or eliminate stress.

Team Building, McGraw-Hill.
This practical tape offers specifics on how to build and maintain good work teams.

Personal Finance for Business Owners

Books

How to Survive on $50,000 to $150,000 a Year,
Stanley J. Cohen and Robert Wool.
Investment advice for relatively high-income individuals who are concerned with long-term asset building and tax minimization.

The Omega Strategy, William David Montapert, Warner Books.
Overview of current trends in the world's economy, with opinions on the types of stock, bond, and commodity investments that these trends indicate will be profitable.

Tax Savers, Paul Strassels, Times Books.
Written by an author who specializes in books on personal tax strategy, this book has suggestions for tax minimization strategies targeted for different types of people.

Choosing and Using Outside Advisors

Books

Boards of Directors, Harvard Business Review Reprint Series. (Two volumes.) (See Survey of General Resources.)
Articles in Part I focus on the role of an active and vigorous board of directors. Part II concentrates on how the board must deal with public demands for improved control over corporate affairs.

Consulting Services, Harvard Business Review Reprint Series. (See Survey of General Resources.)
Nine articles on how to efficiently choose and use consulting services.

Business Problems and Legal Issues

Small Business Legal Issues

This broad grouping includes legal issues and problems typically confronted by smaller businesses. Specific kinds of issues addressed are choosing and working with attorneys, contract problems, trade secrets, legal issues involved with personnel, and controlling the costs of legal operations.

Books

Advising Oregon Business, Oregon State Bar Association.
An excellent and thorough guide to most legal questions that face businesses within Oregon. It's contained in three volumes; each section was written by an expert in the particular field. Easy for laity to use.

How to Keep Your Company Out of Court, Paul A. Allen, Editor.
A collection of practical pointers on how to avoid some of the most common pitfalls that confront smaller firms.

The Laws of Business: A Guide for Business Owners and Managers, TPR Publishing Company.
This comprehensive book covers most of the legal issues that confront owners and managers of smaller businesses. It's available from: TPR Publishing, 81 Montgomery Street, Scarsdale, NY 10583.

Legal Handbook for Small Businesses, Marc Lane, AMACOM.
A very good introductory legal guide. It includes many practical tips on starting a business, trade secrets, financial operations, legal problems involved with marketing, and employee relations.

Videotapes

Getting the Law to Work to Your Advantage in Your Business, OSBDCN.
Tapes in the series are: "How to Collect on Bad Checks and Bad Debts"; "Your Legal Rights in Case of an IRS Audit"; "What to Do When Your Customer Files a Bankruptcy Petition"; "Advantages and Disadvantages of Hiring Family Members"; "Ways to Hire Independent Contractors and Cut Employee Taxes"; "Using Oregon's Zoning and Land Use Laws to Your Business Benefit."

Turnaround

References included in this section deal with methods to use to "turn around" companies that are either experiencing serious problems or are heading for difficulties.

Books

Business Turnaround Strategies, Arnold Goldstein, Enterprise Publishing.
Solid advice and sound suggestions for turning around a troubled business.

Corporate Turnaround, Donald Bibeault, McGraw-Hill.
This book covers reasons for the decline of a business, as well as practical and specific recommendations on how to affect a turnaround. It includes pointers on leadership techniques necessary during this difficult period to prevent demoralizing employees.

Bankruptcy

Topics included are descriptions of bankruptcy laws, different kinds of bankruptcy, reasons why companies file for bankruptcy, and how to deal with bankruptcy as a creditor.

Books

Bankruptcy: A Concise Guide for Creditors and Debtors, Richard B. Herzog, ARCO Publishing.
This book is a thorough guide to bankruptcy. It includes many forms and practical explanations of how a filing is accomplished, and explains the rights of both sides involved.

Succession Problems

One of the chief problems facing many business owners, particularly those contemplating retirement, is finding an effective way to turn over leadership of the company. This group of references deals with succession; either when the business is destined to be turned over to family members, or when outsiders will take over the management.

Books

Beyond Survival and ***Inside the Family Business,*** Leon Danco, University Press.
These two books are written by a nationally recognized expert on the problems involved in family-owned businesses. The author applies his years of work with family businesses to show some practical ways to solve many succession problems.

Short Books, Newsletters, Pamphlets

Center for Family Business, Leon Danco.
Dr. Danco (whose books are mentioned above) offers a regular newsletter which focuses on the issues and problems that face family businesses.

Computers and Data Processing

This group of references explains how computers work and gives guidelines on how to choose computer hardware and software. It also includes sources that show how to effectively use specific kinds of computer systems to solve business problems, and on how to operate a computer installation.

Basic Computer Information

These references explain how computers work and include reviews of various kinds of computer systems. Hardware and software are both included.

Books

Computers Made (Ridiculously) Easy, Srully Blotnick, McGraw-Hill.
A recent book designed for novices in the field of computers.

The Microcomputer Literacy Program,
McGraw-Hill Training Systems.
This course includes nine audio cassettes, two workbooks, and general reference materials. It's intended to provide a thorough understanding of microcomputer functions and components.

Videotapes

Microcomputers: An Introduction,
McGraw-Hill.
An informative and motivating film which will help employees of all levels understand and deal with microcomputers effectively.

What is a Computer?/What is a Word Processor?,
XICOM/Video Arts.
A series of three videotapes explaining the basics of computers and word processors, including hardware components as well as different kinds of software.

How to Choose and Purchase Computers

Books, pamphlets, and other references included in this section are concerned with methods that prospective buyers should use to choose various kinds of computer systems. Hardware and software are both covered. Purchase contracts and techniques of negotiation with computer vendors are also discussed.

Books

How to Select a Business Computer, PSI Research.
A looseleaf binder containing discussion and necessary forms to evaluate a company's computer needs, compose a request for proposal, and evaluate and choose the best computer system.

Short Books, Newsletters, Pamphlets

Buying or Making the Software Package that is Best for You, American Management Association.
A good and practical article on software evaluation. It explains the tradeoffs between purchasing off the shelf software and contracting for custom written.

DataPro Research Reports.
DataPro Research Corporation produces a wide variety of reports on computer systems. Titles include several that compile user ratings for various kinds of computers or software. The ratings are quite detailed and can serve as a good indicator of how reliable and effective a given system is.

The Executive's Guide to Small Business Computers, Digital Equipment Corporation.
Even though this is published by an equipment manufacturer, it's a fairly objective guide to terminology of computer systems and the steps involved in making a proper choice of a system. The same company also publishes a *Solution Analysis Workbook,* which is useful in practical application of the computer purchase decision. DEC's address is: 129 Parker Street (Attention: Media Response Manager), P.K. 3-2/M94, Maynard, MA 01754.

Your First Computer: Deciding If You Need One, Avoiding the Pitfalls by Planning and Careful Selection, Alexander Grant and Company.
This is a good introductory pamphlet explaining the basics involved in deciding if your firm needs a computer and in methodically going through a planned comparison before purchasing. Alexander Grant (a national accounting firm) can be reached at: Prudential Plaza, 39th Floor, Chicago, IL 60601.

Using Computers to Solve Particular Business Problems

Problems covered here include construction of forecasts, business plans, and presentation graphics; as well as specific applications, such as project management, word processing, and data base management.

Books

Computer-Assisted Business Plans, Gerry Young and Matt Oppenheimer, Prentice-Hall.
Practical guidelines showing how to use microcomputers to put together winning business plans for loans and venture capital.

How to Run Your Business with dBase II, Richard H. Baker, Tab Books.
"How to's" showing how to use a popular database program to manage such business functions as inventory, payroll, and personnel management.

Computer Operations

Topics in this grouping include effective operation of a computer system, including data entry, security of computer information, disaster planning and prevention, and computer maintenance.

Books

Computer Management and ***Managing and Using Computers,*** both from the Harvard Business Review Reprint Series. (See Survey of General Resources.)
Both contain articles that focus on applying and using computer technology in a business environment.

Mastering Micros (The How-To Book), Hannah I. Blank.

Sources of Books, Documents and Videotapes

The references included in this bibliography are generally available to the public. In some cases, they'll be in your **Small Business Development Center** library or public library. In other cases, they may be available from local resources, such as bankers, universities, or training organizations. If all other methods fail, and you consider the materials important to your business, you may have to purchase or rent them.

Books

Most of the books listed in this bibliography will be in stock in a local bookstore or can be easily ordered through those stores. In most cases, a special order of a book requires pre-payment at the time of order. If all else fails, the addresses of some of the publishers involved are listed below:

Addison-Wesley Publishing Co., Inc.
One Jacob Way
Reading, MA 01867

AMACOM
135 West 50th
New York, NY 10020

ARCO Publishing
215 Park Avenue South
New York, NY 10003

Bell Springs Publishing
P.O. Box 640
Laytonville, CA 95454

Bureau of Law and Business
64 Wall Street
Madison, CT 06443

Business Publications Inc.
Plano,TX 75075

Boardroom Books
500 Fifth Avenue
New York, NY 10110

Chilton Books
Radnor, PA 19087

Dow-Jones Irwin
1824 Ridge Road
Homewood, IL 60430

DSI Micro, Inc.
770 Broadway
New York, NY 10003

Entrepreneur Magazine
2311 Pontius Avenue
Los Angeles, CA 90064

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Entrepreneur Press
2422 Astoria Circle
Fairfield, CA 94535

FIND/SVP
500 Fifth Avenue
New York, NY 10110

Free Press
866 Third Avenue
New York, NY 10022

Harvard Business Review Reprints
Soldiers Field
Boston, MA 02163

Houghton-Mifflin
Two Park Street
Boston, MA 02108

Institute for Management
Old Saybrook, CT 06475

McGraw-Hill
1221 Avenue of the Americas
New York, NY 10020

NETPRO (Venture Concepts)
1901 'L' Street, N.W., Suite 400
Washington, DC 20036

OSBDCN
1059 Willamette
Eugene, OR 97401

Prentice-Hall
Englewood Cliffs, NJ 07362

PSI Research
1287 Lawrence Station Road
Sunnyvale, CA 94089
(800) 228-2275

Research Institute of America
Department 999
Mt. Kisco, NY 10549

Self-Counsel Press
1303 N. Northgate Way
Seattle, WA 98133

Simon & Schuster
Rockefeller Center
1230 Avenue of the Americas
New York, NY 10020

U.S. Small Business Administration
P.O. Box 15434
Fort Worth, TX 76119

Thomond Press
52 Vanderbilt Avenue
New York, NY 10017

University Press
P.O. Box 24197
Cleveland, OH 44124

Warner Books
666 Fifth Avenue
New York, NY 10103

Warren, Gorham, and Lamont
210 South Street
Boston, MA 02111

Xerox Learning Systems
P.O. Box 10211
Stamford, CT 10211

Pamphlets and Short Books

Many of these are available only from the organization that has printed them. Because of the specialized nature of many of them, you may find that a particular title is out of print. Leading distributors and producers of these materials are:

Bank of America
Department 3401
P.O. Box 37000
San Francisco, CA 94137

U.S. Small Business Administration
P.O. Box 15434
Fort Worth, TX 76119

Videotapes

The videotapes listed in this bibliography may, in general, either be rented for a short period of time (generally three to seven days) or be licensed outright. The licensing looks to you like a purchase, since you pay for the tape and its accompanying materials and are allowed to retain them permanently. However, title to the tape remains with the producer.

For most smaller businesses, rental generally makes more sense. In almost all cases, a rental can be converted to a purchase within 30 days with the full rental price applied against the purchase price.

Typical rental prices for videotapes begin at around $100 to $150. Licensing (purchasing) will run between $300 and $700, depending on the tape.

Remember that copying videotapes is illegal, as is charging any kind of admission to see them unless you have written consent from the producer.

Barr Films
3490 East Foothill Blvd.
P.O. Box 5667
Pasadena, CA 91107
(213) 793-6153

Beacon Films
1250 Washington Street
P.O. Box 575
Norwood, MA 02062
(617) 762-0611

Cally-Curtis
111 North Las Palmas Avenue
Hollywood, CA 90038
(213) 467-1101

CBS/Fox Video
23705 Industrial Park Dr.
Farmington Hills, MI 48024
1-800-824-8889

Direct Cinema, Ltd.
P.O. Box 69589
Los Angeles, CA 90069
(213) 656-4700

McGraw-Hill
P.O. Box 641
Del Mar, CA 92014-9990
(619) 453-5000

OSBDCN
1059 Willamette Street
Eugene, OR 97401
(503) 726-2250

National Educational Media
21601 Devonshire Street
Chatsworth, CA 91311
(818) 709-6009

Owner-Managed Business Center, Inc.
725 S. Central Expressway, Ste. B-12
Richardson, TX 75080
(214) 669-1627

XICOM/Video Arts
Sterling Forest
Tuxedo, NY 10987
(800) 431-2395

Evaluation

The editors need and want your feedback. Please take a few minutes to answer these questions. Your comments will help us improve the bibliography and benefit future subscribers. Thanks for your assistance.

Why did you use this bibliography?

What kind of information were you looking for?

What benefits did you receive from using the bibliography?

What sections of the bibliography were most useful to you?

What sections of the bibliography were least useful to you?

Did you find the bibliography easy to use?

What changes would you make to the bibliography?

Were the topics referenced broad enough?

Do you have specific references to add to the bibliography?

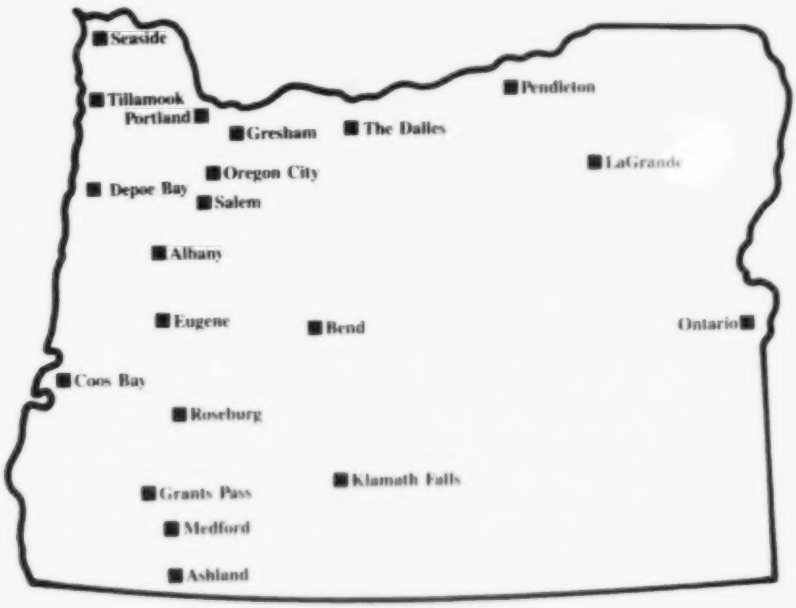
What is your overall opinion of the bibliography's value?

Your name and address (optional)

Thank you for taking the time to complete this evaluation. Please mail it to:

Oregon Small Business Development Center Network
1059 Willamette Street
Eugene, OR 97401

Oregon Small Business Development Center Network



OSBDCN
State office
Lane Community College
1059 Willamette St. Eugene, OR 97401
(503) 726-2250

Albany
Linn-Benton Community College
6500 S.W. Pacific Blvd. Albany, OR 97321
967-6112

Ashland
Southern Oregon State College, Ashland
Regional Services Institute Ashland, OR 97520
482-5838

Bend
Central Oregon Community College
2600 N.W. College Way Bend, OR 97701
385-5524

Coos Bay
Southwestern Oregon Community College
1988 Newmark St. Coos Bay, OR 97420
888-2525 ext. 259

Depoe Bay
Oregon Coast CC Service District
P.O. Box 29, Mall 101, Suite A
Depoe Bay, OR 97341-0029
765-2627

Eugene
Lane Community College
1059 Willamette St. Eugene, OR 97401
726-2255

Grants Pass
Rogue Community College
206 N.E. 7th St. Grants Pass, OR 97526
474-0762

Gresham
Mt. Hood Community College
26000 S.E. Stark St. Gresham, OR 97030
667-7658

Klamath Falls
Oregon Institute of Technology
3201 Campus Drive Klamath Falls, OR 97601
883-7556; 883-7562

LaGrande
Eastern Oregon State College
Regional Services Institute LaGrande, OR 97850
963-1391

Medford
Southern Oregon State College, Medford
229 N. Bartlett Medford, OR 97501
772-3478

Ontario
Treasure Valley Community College
173 S.W. 1st St. Ontario, OR 97914
889-2617

Oregon City
Clackamas Community College
108 8th St. Oregon City, OR 97045
656-4447

Pendleton
Blue Mountain Community College
37 S.E. Dorian Pendleton, OR 97801
276-6233

Portland
Small Business International Trade Program
P.O. Box 751
615 S.W. Harrison Portland, OR 97207
464-3257

Portland
Portland Community College
221 N.W. 2nd Ave., 3rd Floor Portland, OR 97209
273-2828

Roseburg
Umpqua Community College
744 S.E. Rose Roseburg, OR 97470
672-2535; 672-3679

Salem
Chemeketa Community College
365 Ferry St. S.E. Salem, OR 97301
399-5181

Seaside
Clatsop Community College
1240 S. Holladay Seaside, OR 97138
738-3347

The Dalles
Treaty Oak CC Service District
212 Washington The Dalles, OR 97058
296-1173

Tillamook
Tillamook Bay CC Service District
401 B Main St. Tillamook, OR 97141
842-2551